HouseValues, Inc.
Form 4
September 15, 2006

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB Number:	3235-0287
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Eskenazi Gregg I

(Last) (First) (Middle)

11332 NE 122ND WAY

(Street)

KIRKLAND, WA 98034

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
HouseValues, Inc. [SOLD]

3. Date of Earliest Transaction (Month/Day/Year)
09/13/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director _____ 10% Owner
_____ Officer (give title below) _____ Other (specify below)
General Counsel

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	09/13/2006		S		30,000 (1)	D	$ 6.0467	0	D	
Common Stock	09/14/2006		M		22,500	A	$ 2.2	22,500	D	
Common Stock	09/14/2006		S		22,500 (2)	D	$ 6.1069	0	D	
Common Stock	09/15/2006		M		22,500	A	$ 2.2	22,500	D	
Common Stock	09/15/2006		S		22,500 (3)	D	$ 6.2126	0	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(*e.g.*, puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option (Right to Buy)	$ 13.23							08/30/2006	08/30/2015	Common Stock	30,000
Option (Right to Buy)	$ 2.2	09/14/2006		M			22,500	05/13/2005	05/13/2014	Common Stock	90,000
Option (Right to Buy)	$ 2.2	09/15/2006		M			22,500	05/13/2005	05/13/2014	Common Stock	90,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Eskenazi Gregg I 11332 NE 122ND WAY KIRKLAND, WA 98034			General Counsel	

Signatures

Gregg Eskenazi	09/15/2006
**Signature of Reporting Person	Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) These shares were sold at prices ranging from $6.02 to $6.07 per share, with an average price of $6.0467

(2) These shares were sold at prices ranging from $6.00 to $6.24 per share, with an average price of $6.1069

(3) These shares were sold at prices ranging from $6.13 to $6.32 per share, with an average price of $6.2126

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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